

The concern for localism over the radio waves is something every community should be aware of. It gives each city a unique identity through the broadcasters we listen to and the selection of songs being played. Both of these should be well represented by local personalities who bring diversity and culture to the radio.

After reading the Notice Of Inquiry, the issue of payola is a very important topic when dealing with localism. Payola-type practices are inconsistent with localism, because they deal with money and power to air programming, and take away from small independent artists being heard who represent the community. I feel promoters have too much power when it involves what the public listens to. Stations tend to play records that the promoter suggests, because the promoter is being paid by the artist or their record label. This is a huge disservice to the community and the concept of localism, because it basically keeps the little man down. It prevents new artists from getting any air time in their own community, and it also prevents the public from hearing different songs that add to the culture of their own city. Not all artists and bands have large amounts of money to promote their music and I feel it is the local radio stations duty to give back to the community by helping in this service. People want to hear new music from a variety of artists. I find it amusing how often you will hear the same song on the radio over and over again. As long as the song is from someone who is well known and that artist has plenty of money for a good promoter, that song will be over played by the radio stations and then turned into an instant hit. This is what is wrong with the radio stations today. They are all watered down with the same stuff. I feel it should be easier for citizens to file complaints about payola-type practices, but I don't think most citizens are aware of what is going on. The average listener has no idea of what payola is. I think stations should make it an issue to keep its listeners more educated on these topics so they do know what is going on behind the scenes.